

Statistics

Population (2003)

Pennsylvania:	10,388,150	metro	(4.3% of total U.S. metro)
	<u>1,977,305</u>	non-metro	(4.0% of total U.S. non-metro)
	12,365,455	total	
United States:	241,395,996	metro	
	<u>49,413,781</u>	non-metro	
	290,809,777	total	

Farm-Related Employment (2000)

Pennsylvania:	1,020,518 jobs	(14.7% of total Pennsylvania employment)
United States:	25,834,574 jobs	(15.6% of total U.S. employment)

Number of Farms (2002)

Pennsylvania:	58,105	(2.7% of total U.S. farms)
United States:	2,128,982	

Average Farm Size (2002)

Pennsylvania:	133 acres
United States:	441 acres

Market Value of Agricultural Products Sold (2002)

Pennsylvania:	\$4.3 billion
United States:	\$200.6 billion

Rank among all States in market value of agricultural products sold (2002): #19

Top 5 Agricultural Commodities (2002)

Commodity	Value of receipts (thousand \$)	Percent of U.S. value
Dairy products	1,482,396	7.2
Cattle and calves	392,381	1.0
Mushrooms/agarics	390,654	59.2
Greenhouse/nursery	360,350	2.5
Chicken eggs	279,273	6.6

Value of Agricultural Products Sold Directly to Consumers (2002)

Pennsylvania: \$53.8 million
United States: \$812.2 million

Farmers Markets (2004)

Pennsylvania: 161
United States: 3,617

Market Value of Certified Organic Commodities (2002)*

Pennsylvania: \$8.8 million
United States: \$392.8 million

*(Data may not reflect actual industry growth after Oct. 2002 implementation of USDA National Organic Program.)

Certified Organic Acreage (2001)

Pennsylvania: 20,984 acres
United States: 2,343,857 acres

USDA-Accredited Organic Certifying Agents (2005)

Based in Pennsylvania: 1
Total: 96

Marketing Products and Services

Specific to Pennsylvania

Farmers Market Project Begun

A project called *Transportation, the Final Link* was begun at a meeting in Milford Township in

December 2005. This project is designed to provide transportation to farmers markets for low-income and elderly residents. It is jointly sponsored by the Agricultural Marketing Service, Southeastern Pennsylvania Rural Conservation and Development, Pennsylvania Department of Agriculture, and several other organizations.

Rural Conservation and Development Learns of Government Resources

Coordinators of the Pennsylvania Rural Conservation and Development (RC&D) met with AMS and other USDA agencies in Harrisburg in May 2005. RC&D investigated government programs and grants available for supporting rural communities.

Pennsylvania Nut Growers Association Hears New Research

At the 72nd annual Pennsylvania Nut Growers Association Annual Meeting in January 2005 in Harrisburg, AMS reported on the status of research being performed cooperatively by AMS and the University of Maryland. The research involves computer vision detection of contaminants in cracked nut kernels.

Pennsylvania Farm Summit Seeks to Preserve Small Farms

The Chester County Farm Summit at Pennsylvania State University in February 2004 brought more than 300 participants, including many experts, together to discuss ways to preserve farms and farmers. AMS shared information on the agency's programs that support small farms.

Markets Explored for Locally Grown Floral Products

In December 2002, AMS met with Pennsylvania State University Cooperative Extension to discuss a cut-flower project being jointly conducted by the Cooperative Extension and AMS. The study will determine interest in locally grown floral products by Eastern Seaboard retail florists. The study will also assess the potential role of ornamental crop diversification in enhancing farm-based income of small- and medium-sized produce growers.

AMS Presents Study Results to Farming Community

In June 2004 an AMS staff member met with the Greater Susquehanna Chamber of Commerce in north-central Pennsylvania to describe the results of a Florida farm-to-school project. The project was a collaborative effort between AMS, USDA's Natural Resources Conservation Service, Florida A&M University, and a group of limited-resource farmers. The Greater Susquehanna Chamber of Commerce is interested in establishing a pilot project similar to the one in Florida to help its local farmers to find alternative marketing channels like schools, universities, and regional institutions.

Outreach Conference Participation

AMS staff delivered a talk about the agency's marketing services and resources at the *Keep Farming First* conference, held in Malvern in February 2004.

Farm-to-School Marketing Forums

AMS staff presented information on farm-to-school marketing opportunities at the June 2003 meeting of the Great Susquehanna Chamber of Commerce in Shamokin Dam.

Mid-Atlantic Direct Marketing Conference Held in York

AMS distributed information on farmer direct marketing efforts in York in February 2002 at the Mid-Atlantic Direct Marketing Association Conference (MADMC). This year's conference focused on promotion, customer service, and niche marketing. The conference was hosted by the Pennsylvania Department of Agriculture, Pennsylvania Retail Farm Market Association, along with Cooperative Extension systems of Delaware, Maryland, New Jersey, and Virginia.

Federal-State Marketing Improvement Program (FSMIP) Grants

FSMIP provides matching funds to State Departments of Agriculture and other appropriate State agencies to assist in exploring new market opportunities for food and agricultural products, and to encourage research and innovation aimed at improving the efficiency and performance of the marketing system.

- In 2004, \$40,000 was awarded to the Pennsylvania Department of Agriculture, in cooperation with Penn State Extension Service and the Food Trust, to develop marketing training programs for dairy farmers interested in diversifying their operations into non-traditional crops as a way to enhance profitability.
- In 2004, \$57,200 was awarded to the Pennsylvania State University on behalf of the Pennsylvania Agricultural Experiment Station and in cooperation with the Rodale Institute, to survey producers, service industries, buyers, and consumers about ways to improve the usefulness and effectiveness of online marketing tools.
- In 2002, \$61,300 was awarded to the Pennsylvania State University Experiment Station to foster edamame (non-processed, edible soybeans) as an alternative crop for small farmers by determining the most favorable varieties for cultivation; establishing planting, harvesting and post-harvest protocols; and investigating acceptance of edamame among consumers and professional chefs.

Regional Interest

Future of Food and Farms Conference

Agricultural Marketing Service (AMS) staff helped organize and participated as workshop presenters at the 2003 Future of Food and Farms Conference, held in Wilmington, DE, and hosted by the Philadelphia-based non-profit organization The Food Trust. As part of the conference's planning task force, AMS helped frame the conference agenda and identified prospective speakers. During the conference, AMS participated in panel discussions related to Federal resources in the agricultural marketing sector. The event featured four major program themes related to agricultural marketing, food distribution and hunger reduction in the mid-Atlantic region.

General Interest

New Farm-to-School Marketing Publication

Eat Smart—Farm Fresh! A Guide to Buying and Serving Locally-Grown Produce in School Meals (PDF) was published in December 2005 by the Food and Nutrition Service (FNS) of USDA. The publication, which helps school lunch programs find locally-grown produce, was developed by a multiagency task force that included an agricultural marketing specialist from AMS, four child nutrition specialists from FNS, and the Community Food Security Coalition, a non-profit organization.

Farm-to-School Report

How Local Farmers and School Food Service Buyers Are Building Alliances (PDF) helps small farmers and school food service buyers explore how they might establish direct marketing linkages.

Marketing via the Internet

How to Direct Market Farm Products on the Internet (PDF) is designed to help small/medium-sized agricultural producers better develop Internet-based sales transactions by recommending effective methods for reaching and retaining customers.

Trends in Farmers Markets

U.S. Farmers Markets—2000: A Study of Emerging Trends (PDF) assesses the importance of farmers markets as a distribution channel for farm products, documents the recent growth in farmers markets operations, and provides an updated profile of management, operations, and merchandising at farmers markets.

Market Research on Small Meat Processors

Enhancing Commercial Food Service Sales by Small Meat Processing Firms (PDF), published by AMS in cooperation with Texas A&M University, determines potential areas of competitive advantage for smaller scale meat manufacturing firms in supplying local restaurants and other local commercial food service accounts.